

## Program Data Sheet

Name of Event: 6 <sup>th</sup> Annual Halloween Golf Classic			Pilot Program
			Revised program
		x	Repeat Program
Date: 26 October 2004	Day of Week: Tuesday	Time: 1000 am -4:30 pm	
Location: Pines Golf Course Fort Eustis	Information Phone #: 757-878-2262	Price: \$45.00 mulligans 2@5.00 \$30.00 pines Members	
Program Coordinator: John Tutson Sports Program Manager			
Phone #: 757- 788-2783	Fax #: 757-788-2062	e-mail Address:john.w.tutson@us.army.mil	
Purpose of the Event: Annual Post wide Golf tournament			
Indicator/Measure of Success: 32 team full capacity			
After Action Report (AAR) Comments from Prior Event(s):			

### Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Casemate newspaper	Publicity				
None	Equipment				
None	Supplies				
	Audio/video				Needed P.A system
Maria Jackson	Decorations	3151			Registration Table
Fort Eustis	Food & Beverages				10 cases Beer 5 cases soda 3 case water
	Procurement				
none	Set-up / Clean-up				
	Complimentary Cart				MWR loaded with beer soda water and snacks

## After Action Report

Financial Analysis		
Sales:	\$3140.00	Notes: \$1215.00 entry fee preregistration payments \$1675.00 day of registration payments \$ 260.00 Mulligans Total \$3140.00 Sponsorship money \$1000.00 Fort Eustis Bill \$4979.00
COGS:	\$4979.00	
Other Revenues:	\$1000.00	
Labor:		
Other Expenses:		
NIBD:	- 839.00	

Program Analysis	
Attendance: 19 teams x 4 players = 76 golfers	Of possible 32 team max
Indicator/Measure of Success:	
<p>Elements to Change: Change name from Halloween Classic to Fall Classic to keep Chick-fil-a as sponsor Gift certificate prizes could be reduced we spent \$2700.00.</p> <p>Example  1<sup>st</sup> \$50.00 x 12 = \$600.00  2<sup>nd</sup> \$35.00 x 12 = \$420.00  3<sup>rd</sup> \$20.00 x 12 = \$240.00  Total = \$1260.00 vs \$2700.00 savings of \$1440.00</p>	
Elements to Eliminate:	
<p>Elements to Add: Attendance was down this year 19 teams, though advertisements were in the casemate, e-zine, command channel as well as flyers. This year there were a couple of tournaments JTF-CS, and Futures Centers which may have affected the attendance. Next year may want to begin registration further out than one month</p>	
<p>Other Comments: This was a beautiful 75- 80 degree day. Everything went smoothly from registration to the delicious banquet following the tournament. There were several great door prizes. This tournament received no negative remarks that I am aware of. Fort Eustis was an excellent host again preparing the course, banquet and was very easy to work with again.</p>	